



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DECLARATION OF HENRY HAUGLAND

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

I, Henry Haugland, do hereby depose and say:

1. That I am president of Webreply.Com, a direct mail service provider;
2. That for the past several years we have conducted direct mail campaigns and I am intimately familiar with the issues of response rate to direct mail campaigns;
3. That I am conversant with U.S. Patent 5,793,972 to Shane;
4. That Shane does not teach or suggest the use of a contact's name in the Uniform Resource Locator as described and claimed in the above-identified application;

5. That, I have conducted comparative tests comparing the response rates received when utilizing the name of the contact in the Uniform Resource Locator as claimed in the above-identified application with the response rate received when the name was not so used;
6. That in one test, for example, I created two test cell derived from a list of 20,000 names with names randomly assigned to either test cell "A" or test cell "B". The cell "A" URL's were of the form
www.firstname.lastname.niku.net. The cell "B" URL's were of the form www.info.niku.net.
7. That when this test was conducted, the click through rate for members of the type "A" cell was 16% (where the name of the contact was used) whereas the click through rate for members of cell "B" was only 1.5%.
8. That thus, the response rate using the contacts name as required in the claims in the above-identified application was more than ten times better than the response rate when the contact name was not utilized.
9. That thus, the use of the claimed invention results in a ten-fold increase over the "one percent (1%) response rate... considered a

success" (column 2, line 2) as taught by the
Shane reference.

And further deponent sayeth not.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.


Henry Haugland 10/14/05